

ESTTA Tracking number: **ESTTA1081184**

Filing date: **09/10/2020**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

## Notice of Opposition

Notice is hereby given that the following party opposes registration of the indicated application.

### Opposer Information

Name	Snap Inc.		
Entity	Corporation	Citizenship	Delaware
Address	2772 DONALD DOUGLAS LOOP NORTH SANTA MONICA, CA 90405 UNITED STATES		
Attorney information	JOSHUA J. RICHMAN IPLA, LLP 650 CALIFORNIA STREET 7TH FLOOR SAN FRANCISCO, CA 94108 UNITED STATES Primary Email: litigation@ipla.com 8582720220		
Docket Number			

### Applicant Information

Application No.	88848633	Publication date	08/11/2020
Opposition Filing Date	09/10/2020	Opposition Period Ends	09/10/2020
Applicant	Hierographics Inc SUITE 260 (CMURC) 203 S WASHINGTON AVE SAGINAW, MI 48607 UNITED STATES		

### Goods/Services Affected by Opposition

Class 021. First Use: 2019/05/01 First Use In Commerce: 2019/09/08 All goods and services in the class are opposed, namely: Coffee cups; Mugs; Coffee mugs; Cups and mugs
Class 025. First Use: 2019/05/01 First Use In Commerce: 2019/09/08 All goods and services in the class are opposed, namely: Clothing, namely, T-shirts, Hoodies, Pants, Sweatshirts, Hats, headwear, Tops as clothing, Bottoms as clothing

### Grounds for Opposition

Priority and likelihood of confusion	Trademark Act Section 2(d)
--------------------------------------	----------------------------

### Marks Cited by Opposer as Basis for Opposition

U.S. Registration	5692091	Application Date	04/01/2016
-------------------	---------	------------------	------------

No.			
Registration Date	03/05/2019	Foreign Priority Date	NONE
Word Mark	BITMOJI		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 016. First use: First Use: 2018/11/15 First Use In Commerce: 2018/11/15 Comic books; coasters of paper; calendars; children's books; coloring books; decals; folders; gift bags; photo albums; posters; rubber stamps; sketch pads; stickers; office supplies, namely, notebooks, pens, pencils, paper stationery, staplers, greeting cards, mailing stamps, and mailing labels; graphic prints</p> <p>Class 021. First use: First Use: 2018/11/15 First Use In Commerce: 2018/11/15 Kitchen wares, namely, mugs, plastic coasters, cookie cutters, serving spoons, bowls, plates, paper and plastic cups; ceramic figurines; lunch boxes; tooth brushes</p> <p>Class 024. First use: First Use: 2018/11/15 First Use In Commerce: 2018/11/15 Coasters of textile; Housewares, namely, bed sheets, bed blankets and textile wall hangings, comforters, dish cloths, drapery, duvets, fabric flags, hand towels, pillowcases, quilts, table linens, throws, towels</p> <p>Class 025. First use: First Use: 2018/11/15 First Use In Commerce: 2018/11/15 Clothing, namely, t-shirts, polo shirts, long-sleeve shirts, socks, underwear, pants, jackets, jerseys, hats, dresses, sweatshirts and shorts; aprons; beanies; coats; footwear; gloves; pajamas; robes; scarves; slippers; swimsuits; shoes; sandals</p> <p>Class 026. First use: First Use: 2018/11/15 First Use In Commerce: 2018/11/15 Buttons; belt buckles; hair accessories, namely, claw clips; ribbons; shoe laces</p> <p>Class 028. First use: First Use: 2018/11/15 First Use In Commerce: 2018/11/15 Playing cards; toys, namely, plush toys, stuffed animals, modeled plastic toy figurines and board games; balls for games; balloons; bath toys; card games; dolls; kites; playsets for dolls; puzzles</p> <p>Class 045. First use: First Use: 2014/10/29 First Use In Commerce: 2014/10/29 Licensing of intellectual property, namely, user created avatars, graphic icons, symbols, images representing individuals, fanciful designs, comics, comic series, phrases, and graphical depictions of people, places and things</p>		

U.S. Registration No.	5716852	Application Date	11/21/2017
Registration Date	04/02/2019	Foreign Priority Date	NONE
Word Mark	BITMOJI		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 009. First use: First Use: 2018/11/15 First Use In Commerce: 2018/11/15 Protective covers and cases for cell phones, laptops, personal digital assistants, and portable media players</p> <p>Class 018. First use: First Use: 2018/11/15 First Use In Commerce: 2018/11/15 Tote bags, backpacks, luggage, purses, duffel bags, garment bags for travel, shoulder bags, pouches sold empty for holding personal belongings, satchels, drawstring bags</p>		

U.S. Registration No.	5409939	Application Date	04/01/2016
Registration Date	02/27/2018	Foreign Priority Date	NONE
Word Mark	BITMOJI		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 009. First use: First Use: 2014/10/29 First Use In Commerce: 2014/10/29 Downloadable computer software application which allows users to create virtual images and comic strips consisting of avatars, graphic icons, symbols, images representing individuals, fanciful designs, comics, comic series, phrases, and graphical depictions of people, places and things that can be posted, shared and transmitted via multi-media messaging (MMS), text messaging (SMS), email, online chatrooms, global computer networks, and other telecommunications networks; Computer software application for creating digital animation, namely, video games, television shows and movies with user created avatars, graphic icons, symbols, images representing individuals, fanciful designs, comics, comic series, phrases, and graphical depictions of people, places and things; Video and electronic games software; user created video and electronic game software</p> <p>Class 041. First use: First Use: 2014/10/29 First Use In Commerce: 2014/10/29 Mobile media and entertainment services in the nature of non-animated content preparation, namely, creation and production of multimedia entertainment content in the form of avatars, graphic icons, symbols, images representing individuals, fanciful designs, comics, comic series, phrases, and graphical depictions of people, places and things; Entertainment services, namely, providing online non-downloadable graphics in the nature of digital comic strips via a website, namely, avatars, graphic icons, symbols, images representing individuals, fanciful designs, comics, comic series, phrases, and graphical depictions of people, places and things that end users can transmit and receive by means of the Internet or other computer or telecommunication networks, wireless communications networks, or by using computers, laptops, mobile equipment, and handheld digital electronic devices</p>		

U.S. Registration No.	5739854	Application Date	10/08/2018
Registration Date	04/30/2019	Foreign Priority Date	NONE
Word Mark	BITMOJI		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 038. First use: First Use: 2014/10/29 First Use In Commerce: 2014/10/29 Telecommunications services, namely, electronic transmission of data, messages, graphics, animations, images, videos, multimedia content, and information in the field of entertainment; providing access to computer, electronic and online databases; broadcasting services over computer or other communication networks, namely, uploading, posting, displaying, tagging, and electronically transmitting data, information, messages, graphics, animations, videos, multimedia content, and images</p> <p>Class 042. First use: First Use: 2014/10/29 First Use In Commerce: 2014/10/29 Providing a website featuring non-downloadable software for creating virtual images and comic strips consisting of avatars, graphic icons, symbols, images rep-</p>		

	resenting individuals, fanciful designs, comics, comic series, phrases, and graphical depictions of people, places and things; Providing temporary use of non-downloadable computer software for creating virtual images and comic strips consisting of avatars, graphic icons, symbols, images representing individuals, fanciful designs, comics, comic series, phrases, and graphical depictions of people, places and things that can be posted, shared and transmitted via multi-media messaging (MMS), text messaging (SMS), email, online chatrooms, global computer networks, and other telecommunications networks
--	---

Attachments	Notice of Opposition - BADMOJI.pdf(42741 bytes ) Exhibits A-B.pdf(4557297 bytes )
-------------	--

Signature	/Joshua J. Richman/
Name	Joshua J. Richman
Date	09/10/2020

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**  
**BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

Snap Inc.,	)	
	)	
	)	
Opposer,	)	Mark: BADMOJI
	)	Serial No.: <a href="#">88848633</a>
v.	)	Filing Date: March 26, 2020
	)	Published: August 11, 2020
Hierographics Inc.,	)	
	)	
Applicant.	)	
	)	
	)	

---

**NOTICE OF OPPOSITION**

Opposer Snap Inc., a Delaware corporation with an address of 2772 Donald Douglas Loop North, Santa Monica, California 90405 (“**Snap**”), believes that it will be damaged by registration of BADMOJI, as set forth in Application Serial No. [88848633](#) (the “**Application**”) owned by Hierographics Inc., a Michigan corporation with an address of 203 S. Washington Ave., Suite 260, Saginaw, Michigan 48607 (the “**Applicant**”). Snap alleges as follows:

**SNAP’S BUSINESS**

1. Snap is the designer and distributor of the extremely popular SNAPCHAT camera and messaging application—available for both the iOS and Android operating system—that, among other things, allows users to edit and share photographs, videos, and messages called “Snaps” with others via mobile devices.

2. Since the SNAPCHAT application launched in 2011, the software application has become one of the most popular mobile applications in the world. As of Q2 2020, approximately 238 million people around the world use the SNAPCHAT application every day. Snap’s many millions of registered users have shared over a trillion photo and video messages. As of the first

quarter of 2020, over 4 billion Snaps are created each day and over ten billion images and videos are viewed on Snapchat every day. The SNAPCHAT software application has also been a top downloaded application in the Apple App store and Google Play Store for several years and has been among the top three most downloaded applications for four years running (2016, 2017, 2018, and 2019). In 2016, the SNAPCHAT application was recognized as the most-downloaded app in the Apple App Store.

3. The SNAPCHAT application has won various awards, has been the subject of significant unsolicited media publicity, and is consistently used by many high-profile celebrities, athletes, musicians, politicians, and actors. Because of its widespread adoption, SNAPCHAT has achieved a high degree of consumer recognition and has become a strong and famous trademark among the general consuming public.

4. Over time, Snap has introduced new and innovative products and features. One such product is the BITMOJI custom avatar software application that allows users to create highly personalized, cartoon-like digital avatars of themselves by selecting from myriad face, hair, skin, body, and clothing details. Users can share the custom images within SNAPCHAT, and also by SMS, messaging, email, and other electronic means. For example, a user can enable the BITMOJI keyboard on their mobile phone or web browser to enhance or replace text with personalized cartoons, graphics, and phrases. The result is that users can share their BITMOJI avatars on messaging apps, social media platforms, and almost anywhere else accessible by mobile device or web browser. Screenshots of these various functionalities are enclosed as **Exhibit A**. The BITMOJI service is wildly popular, with millions of BITMOJI avatars being shared per day. Snap acquired the BITMOJI custom avatar application and service from Bitstrips Inc. in a highly publicized acquisition in July 2016.

5. The BITMOJI application is routinely ranked by Apple as one of the top-ten free iOS applications. The BITMOJI application has been the most downloaded application in five major markets: United States, United Kingdom, France, Canada, and Australia. BITMOJI was the most downloaded iPhone software application worldwide in 2017.

6. Snap, and Bitstrips Inc. before it, has spent considerable time and effort developing the BITMOJI application and associated artwork. Reflecting that effort, Snap owns numerous copyrights in the BITMOJI avatar designs and artwork, as well as trademark registrations around the world for BITMOJI.

### **SNAP'S TRADEMARK RIGHTS**

7. Snap is the owner of the following trademark registrations on the USPTO Principal Register (together, the “**BITMOJI Registrations**”):

Trademark	Description of Goods/Services
BITMOJI  Reg. No. 5692091  Registered: March 5, 2019	<p>Class 16: Comic books; coasters of paper; calendars; children's books; coloring books; decals; folders; gift bags; photo albums; posters; rubber stamps; sketch pads; stickers; office supplies, namely, notebooks, pens, pencils, paper stationery, staplers, greeting cards, mailing stamps, and mailing labels; graphic prints</p> <p>Class 21: Kitchen wares, namely, mugs, plastic coasters, cookie cutters, serving spoons, bowls, plates, paper and plastic cups; ceramic figurines; lunch boxes; tooth brushes</p> <p>Class 24: Coasters of textile; Housewares, namely, bed sheets, bed blankets and textile wall hangings, comforters, dish cloths, drapery, duvets, fabric flags, hand towels, pillowcases, quilts, table linens, throws, towels</p> <p>Class 25: Clothing, namely, t-shirts, polo shirts, long-sleeve shirts, socks, underwear, pants, jackets, jerseys, hats, dresses, sweatshirts and shorts; aprons; beanies; coats; footwear; gloves; pajamas; robes; scarves; slippers; swimsuits; shoes; sandals</p> <p>Class 26: Buttons; belt buckles; hair accessories, namely, claw clips; ribbons; shoe laces</p>

	<p>Class 28: Playing cards; toys, namely, plush toys, stuffed animals, modeled plastic toy figurines and board games; balls for games; balloons; bath toys; card games; dolls; kites; playsets for dolls; puzzles</p> <p>Class 45: Licensing of intellectual property, namely, user created avatars, graphic icons, symbols, images representing individuals, fanciful designs, comics, comic series, phrases, and graphical depictions of people, places and things</p>
<p>BITMOJI</p> <p>Reg. No. 5716852</p> <p>Registered: April 2, 2019</p>	<p>Class 09: Protective covers and cases for cell phones, laptops, personal digital assistants, and portable media players</p> <p>Class 18: Tote bags, backpacks, luggage, purses, duffel bags, garment bags for travel, shoulder bags, pouches sold empty for holding personal belongings, satchels, drawstring bags</p>
<p>BITMOJI</p> <p>Reg. No. 5409939</p> <p>Registered: February 27, 2018</p>	<p>Class 09: Downloadable computer software application which allows users to create virtual images and comic strips consisting of avatars, graphic icons, symbols, images representing individuals, fanciful designs, comics, comic series, phrases, and graphical depictions of people, places and things that can be posted, shared and transmitted via multi-media messaging (MMS), text messaging (SMS), email, online chatrooms, global computer networks, and other telecommunications networks; Computer software application for creating digital animation, namely, video games, television shows and movies with user created avatars, graphic icons, symbols, images representing individuals, fanciful designs, comics, comic series, phrases, and graphical depictions of people, places and things; Video and electronic game software; user created video and electronic game software</p> <p>Class 41: Mobile media and entertainment services in the nature of non-animated content preparation, namely, creation and production of multimedia entertainment content in the form of avatars, graphic icons, symbols, images representing individuals, fanciful designs, comics, comic series, phrases, and graphical depictions of people, places and things; Entertainment services, namely, providing online non-downloadable graphics in the nature of digital comic strips via a website, namely, avatars, graphic icons, symbols, images representing individuals, fanciful designs, comics, comic series, phrases, and graphical depictions of people, places and things that end users can transmit and receive by means of the Internet or other computer or telecommunication networks, wireless communications networks, or by using computers, laptops, mobile equipment, and handheld digital electronic devices</p>
<p>BITMOJI</p> <p>Reg. No. 5739854</p>	<p>Class 38: Telecommunications services, namely, electronic transmission of data, messages, graphics, animations, images, videos, multimedia content, and information in the field of entertainment; providing access to computer, electronic and online databases; broadcasting services over computer or other communication networks, namely, uploading, posting,</p>



Registered: April 30, 2019	<p>displaying, tagging, and electronically transmitting data, information, messages, graphics, animations, videos, multimedia content, and images</p> <p>Class 42: Providing a website featuring nondownloadable software for creating virtual images and comic strips consisting of avatars, graphic icons, symbols, images representing individuals, fanciful designs, comics, comic series, phrases, and graphical depictions of people, places and things; Providing temporary use of non-downloadable computer software for creating virtual images and comic strips consisting of avatars, graphic icons, symbols, images representing individuals, fanciful designs, comics, comic series, phrases, and graphical depictions of people, places and things that can be posted, shared and transmitted via multi-media messaging (MMS), text messaging (SMS), email, online chatrooms, global computer networks, and other telecommunications networks</p>
----------------------------	---

Copies of the BITMOJI Registrations are attached hereto as **Exhibit B**, along with printouts from the Trademark Office's electronic database showing the current status and title of the registrations.

8. Snap, either itself or through its predecessor in interest, has continuously used the BITMOJI trademark in connection with software since at least as early as October 29, 2014, and in connection with merchandise goods since at least as early as November 15, 2018.

#### **APPLICANT AND ITS BADMOJI APPLICATION**

9. On March 26, 2020, Applicant filed the Application to register BADMOJI in connection with the following goods:

Class 21: Coffee cups; Mugs; Coffee mugs; Cups and mugs

Class 25: Clothing, namely, T-shirts, Hoodies, Pants, Sweatshirts, Hats, headwear, Tops as clothing, Bottoms as clothing

The Application was filed based on Lanham Act Section 1(a) claiming a first use date anywhere of May 1, 2019 and a first use in commerce date of September 8, 2019. The BADMOJI Application published for opposition on August 11, 2020.

## **COUNT 1**

### **Likelihood of Confusion (15 U.S.C. § 1052(d) and 15 U.S.C. §1125(a))**

10. Snap realleges and incorporates by reference the preceding allegations of this Notice of Opposition.

11. Snap's trademark rights in and to BITMOJI are senior to any rights that Applicant may allege to have in its Application or BADMOJI because Snap's BITMOJI Registrations were filed and achieved registration before the filing date of the Application and before Applicant began using BADMOJI for the goods claimed in the Application.

12. Snap's trademark rights are senior to any rights that Applicant may allege to have in its Application or BADMOJI because Applicant did not use BADMOJI in US commerce for the goods claimed in the Application before the BITMOJI Registrations were filed, or before Snap first used BITMOJI in US commerce.

13. Snap's trademark rights are senior to any rights that Applicant may allege to have in its Application or BADMOJI because Snap owns common law trademark rights arising from its use of BITMOJI that predate the filing date of the Application.

14. BITMOJI and BADMOJI are confusingly similar in sight, sound, appearance, and commercial impression. Indeed, BADMOJI incorporates the identical MOJI suffix with a leading three letter, one syllable prefix starting with "B". Only two letters separate the marks at issue.

15. The goods claimed in the Application are identical or substantially similar to the goods claimed in Snap's BITMOJI Registrations. Also, the goods claimed in the Application are identical or substantially similar to BITMOJI branded goods that Snap offered in United States commerce before Applicant sold BADMOJI merchandise and before the Application was filed.

16. Applicant had actual knowledge of Snap's trademark rights in and to the BITMOJI mark before it filed its Application.

17. Snap would be damaged by registration of the Application because BADMOJI so closely resembles the BITMOJI mark as to be likely to cause confusion, mistake, and deception. Persons familiar with the BITMOJI mark, and the goods and services offered under this mark, would be likely to believe erroneously that Applicant's goods are the goods of Snap or are authorized, endorsed, sponsored, or licensed by Snap. Thus, registration of Applicant's BADMOJI Mark on the Principal Register would be inconsistent with Snap's strong prior rights in the BITMOJI mark under Lanham Act § 2(d).

WHEREFORE, it is respectfully requested that this opposition be sustained and that the BADMOJI Application be denied registration based on likelihood of confusion with Snap's senior BITMOJI Registrations.

Dated: September 10, 2020

Respectfully submitted,

/Joshua J. Richman/

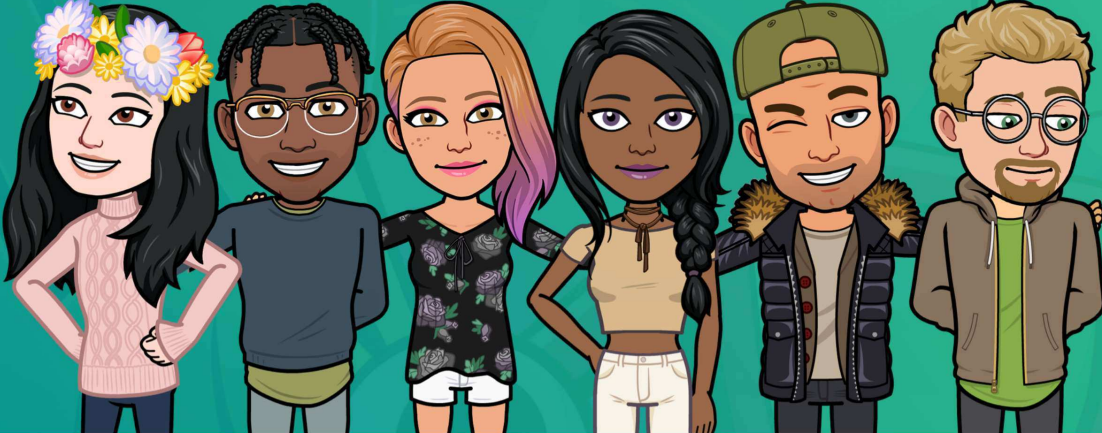
IPLA, LLP  
650 California Street, 7th Floor  
San Francisco, CA 94108  
Phone: 858-272-0220  
Fax: 858-272-0221  
Email: [litigation@ipla.com](mailto:litigation@ipla.com)


# **Exhibit A**


[Log In](#)

# Bitmoji


## Your personal emoji







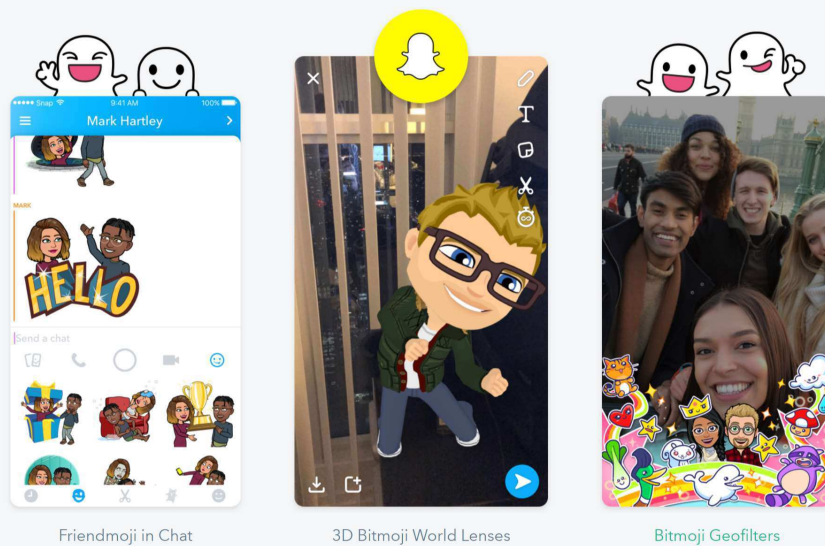
### Create your Bitmoji and be yourself wherever you go



Send Bitmojis to anyone...in any app!



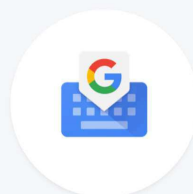
Link Bitmoji to Snapchat and unlock amazing features



Check out enhanced Bitmoji experiences in other great apps:



Bitmoji for iMessage  
iOS



Gboard  
Android



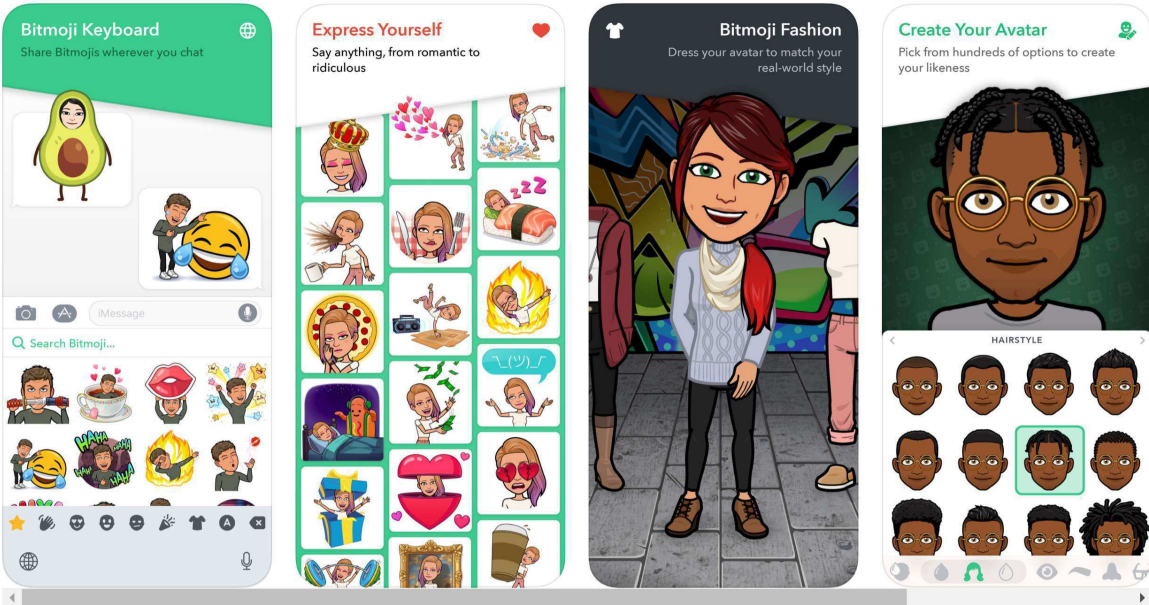
Bitmoji for Chrome  
Desktop

This app is only available on the App Store for iOS devices.



**Bitmoji** 12+  
Your personal emoji  
**Bitstrips**  
#1 in Utilities  
★★★★☆ 4.2, 62.3K Ratings  
Free

Screenshots iPhone iMessage



Bitmoji is your own personal emoji.

- Create an expressive cartoon avatar
- Choose from a huge library of stickers – all featuring YOU
- Use Bitmoji in Snapchat, iMessage and wherever else you chat

[more](#)

**What's New** [Version History](#)

\* Bug fixes and performance improvements. Version 10.49

**Ratings and Reviews**

**4.2** out of 5 62.3K Ratings

★★★★☆  
★★★★☆  
★★★★☆  
★★★★☆  
★★★★☆

- ★★★★☆  
Sparkly Pegasus Unicorn,03/12/2018

**Fantabulous app! Could use some things...**  
When I first got the app, I was in absolute love! All my friends used Bitmoji instead of emojis, so I decided to get it. I was able to customize my character in mere minutes [more](#)
- ★★★★☆  
Kitsuneko-nyan,09/03/2018

**Still love this app to death**  
I've been using bitmoji since Facebook days, back when it was bitstrips. I lovedddd them. And when you released that update in February I was so so happy because of [more](#)
- ★★★★☆  
Kimcachu,04/30/2018


**Fun!**  
I had bitmoji for a while a couple years ago and deleted it. No one was really using it and it got boring for me. I decided to redownload the app when my friends on snapchat b [more](#)



Information

Seller	Bitstrips Inc.
Size	131.4 MB
Category	Utilities
Compatibility	Requires iOS 10.0 or later. Compatible with iPhone, iPad, and iPod touch.
Languages	English, Arabic, Danish, Dutch, Finnish, French, German, Greek, Indonesian, Italian, Japanese, Korean, Norwegian Bokmål, Polish, Portuguese, Roman <a href="#">more</a>
Age Rating	Rated 12+ for the following: Infrequent/Mild Alcohol, Tobacco, or Drug Use or References Infrequent/Mild Profanity or Crude Humor Infrequent/Mild Cartoon or Fantasy Violence Infrequent/Mild Mature/Suggestive Themes Infrequent/Mild Horror/Fear Themes
Copyright	© Bitstrips Inc.
Price	Free
	<a href="#">Developer Website ↗</a> <a href="#">App Support ↗</a> <a href="#">Privacy Policy ↗</a> <a href="#">Developer Website ↗</a> <a href="#">App Support ↗</a> <a href="#">Privacy Policy ↗</a>

Supports

Family Sharing

With Family Sharing set up, up to six family members can use this app.

You May Also Like

[See All](#)



My Verizon  
Utilities



T-Mobile  
Utilities



Amazon Fire TV  
Utilities



FancyKey - Keyboard ...  
Utilities






Your Avatar Creator | ...  
Utilities




Xfinity My Account  
Utilities














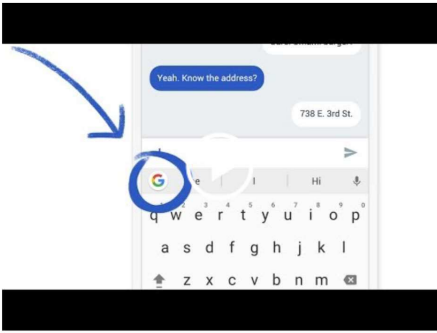
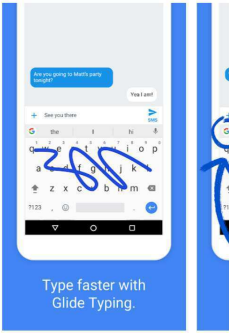
## Gboard - the Google Keyboard

Google LLC Tools ★★★★★ 2,568,685

Everyone

 You don't have any devices.

 Add to Wishlist 

Gboard has everything you love about Google Keyboard—speed and reliability, Glide Typing, voice typing, and more—plus Google Search built in. No more app switching; just search and share, right from your keyboard.

**Glide Typing** — Type faster by sliding your finger from letter to letter

[READ MORE](#)

### REVIEWS

[Review Policy](#)

4.3

★★★★★

2,568,685 total

Rating	Count
5	67
4	25
3	84
2	5
1	0



**Vini Lima**  
★★★★★ January 20, 2019

Muito lindo. Perfeito. Tradução no teclado perfeita.



**A Google user**  
★★★★★ January 20, 2019

beta version is bad



**Andrew McLaughlin**  
★★★★★ January 18, 2019

my favorite keyboard



**Tyler Kehrein**  
★★★★★ January 19, 2019

Without this keyboard, my phone doesn't have keyboard. The essential keyboard for effective mobile typing. This is one of those apps that almost seem to work like magic after it's had time to personalize to you.

[READ ALL REVIEWS](#)

### WHAT'S NEW

- 50+ language varieties, including: Alas, Amis, Brahui, Choctaw, Gayo, Giriyama, Gorontalo, Gusii, Hehe, Iban, Jingpho, Kadazandusun, Kamba, Kekchi, Konkomba, Konzo, Kumyk, Lugbara, Luo,

### Similar

[See more](#)



**GO Keyboard - GOMO**  
Find cool emoji keyboard theme & fun emoji sticker on GO Keyboard !  
★★★★★



**SwiftKey Keyboard**  
SwiftKey  
#1 Intelligent Keyboard - Swipe to Text - Use Emojis, GIFs and Stickers  
★★★★★



**TouchPal Keyboard**  
TouchPal  
Cool Android keyboard with gesture typing, predictive text and swype  
★★★★★



**TouchPal Emoji Keyboard**  
TouchPal Emoji Keyboard  
Best Android Emoji keyboard with amazing emojis, 3D themes,  
★★★★★




**GO Keyboard Lit GOMO Apps**  
Enjoy the best personal feelings with 1000+ emoji, theme and keyboard  
★★★★★

Makassar, Meru, Nande, Ndau, Nkore, Nyaturu, Sasak, Teso, Tooro & Wayuu, Karelian, Komi-Permyak, Eastern Oromo, Trinidadian Creole English

ADDITIONAL INFORMATION


<b>Updated</b>	<b>Size</b>	<b>Installs</b>
December 21, 2018	Varies with device	1,000,000,000+
<b>Current Version</b>	<b>Requires Android</b>	<b>Content Rating</b>
Varies with device	Varies with device	Everyone
		<a href="#">Learn More</a>
<b>Permissions</b>	<b>Report</b>	<b>Offered By</b>
<a href="#">View details</a>	<a href="#">Flag as inappropriate</a>	Google LLC

**Developer**  
Visit website  
[apps-help@google.com](mailto:apps-help@google.com)  
[apps-help@google.com](mailto:apps-help@google.com)  
[Privacy Policy](#)  
1600 Amphitheatre  
Parkway, Mountain View  
94043



Google LLC


See more



Google Play Games

Google LLC

★★★★★



YouTube Music - St

Google LLC

★★★★★

# Bitmoji

## Have a Bitmoji?

 Log In with **Snapchat**

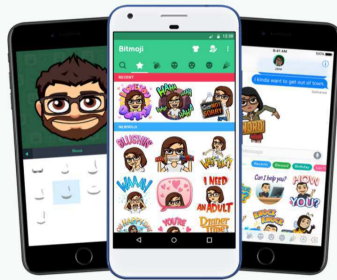
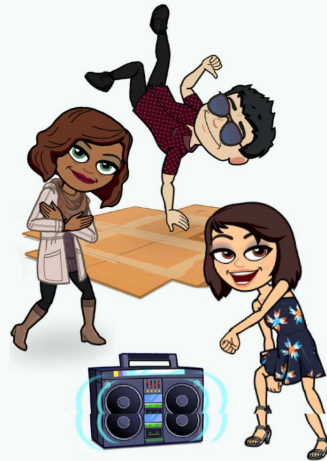
or log in with your Bitmoji account:

 Email Address

 Password

Log In

[Forgot Password](#)



## Need a Bitmoji?

Create your avatar using the Bitmoji mobile app on iOS and Android.



[Home](#) · [Careers](#) · [Press](#) · [Terms](#) · [Privacy](#) · [Support](#)

© 2018 Bitstrips Inc.

# Bitmoji

## You're Logged In!

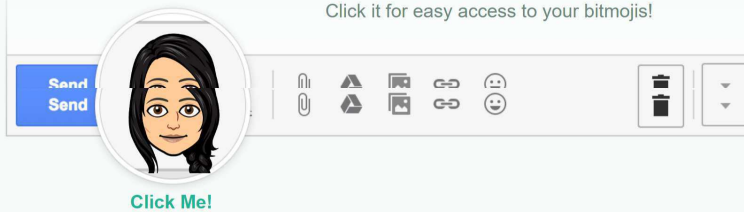
You can now use Bitmoji in Chrome,  
Gmail, and Slack.

[Log Out](#)



Gmail

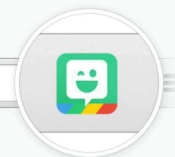
We've put your avatar into the Gmail composer.  
Click it for easy access to your bitmojis!



Chrome

Access your bitmoji on any website by  
clicking the Bitmoji icon beside the address bar.

cs://www.messenger.com/t/634485826651463



[Home](#) · [Careers](#) · [Press](#) · [Terms](#) · [Privacy](#) · [Support](#)

© 2018 Bitstrips Inc.

Home

Moments

Search Twitter

Have an account? Log in

Bitmoji

@Bitmoji

12:23 PM - 4 Apr 2016

206 Retweets 516 Likes

51

206

516

Abhishek

@abhiakhy

4 Apr 2016

Replied to @Bitmoji

@Bitmoji @twitter Love you..

Bitmoji

@Bitmoji

You can now copy and paste from Bitmoji Keyboard into a Tweet on iOS! To help us celebrate, Tweet this new bitmoji

Red-haired girl

Tweet-Tweet

© 2019 Twitter

About

Help Center

Terms

Privacy policy

Cookies

Ads info

chrome-extension://bpconcjcammlapcogcnnelfmaeghhagj/edit.html?done

1/1

screenshot-www.facebook.com-2019.01.23-12-35-10  
https://www.facebook.com/photo.php?  
741741111.2463238700369829.2124972601166746.283766342345980.2498283363521367.559829041149213.1169427933137036.1072203542945428.1940709182807753&type=1&opaqueCursor=Abq8ljNfRPb2PQAKvh8\_IU-  
NkVSsL8O6JWQI6C1oNO4FPtHIYSV9vnUFNnM1ZUNUXrEXB-AdeyPdnZ8QG3ko-34qAetbVAxujReFUygXYa29IG9RSrSKFSs2vrUciS\_dRliTBMFFRePDJ7QwR6uOwVF\_LmBzgAJVsGbdqBD73RBLrH\_TxjOgA5f-siU6\_jfN5Qiu9izRc0fDg-  
wLg\_qbGymn2bFQAd5jbelvzsWYlgD\_qKMeeEUiCiz3Q\_gaFzBgEtbabWfmZQ1NYN-J-5tCC6Xpe5U6Oici-s92Y0cV4La1S7SJQjaPkL1HG4Q4uUKozyTrpshzrHc0N6dPtBqKpgCQ0zhs1wKATo--699BxYcwBav270tuc95CVvPIQ&theater  
23.01.2019



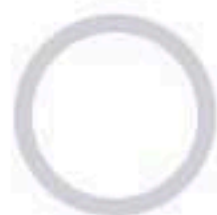




# Team Snapchat



Send a chat



Search Bitmoji...



recents

hi

luv u

lol

yes

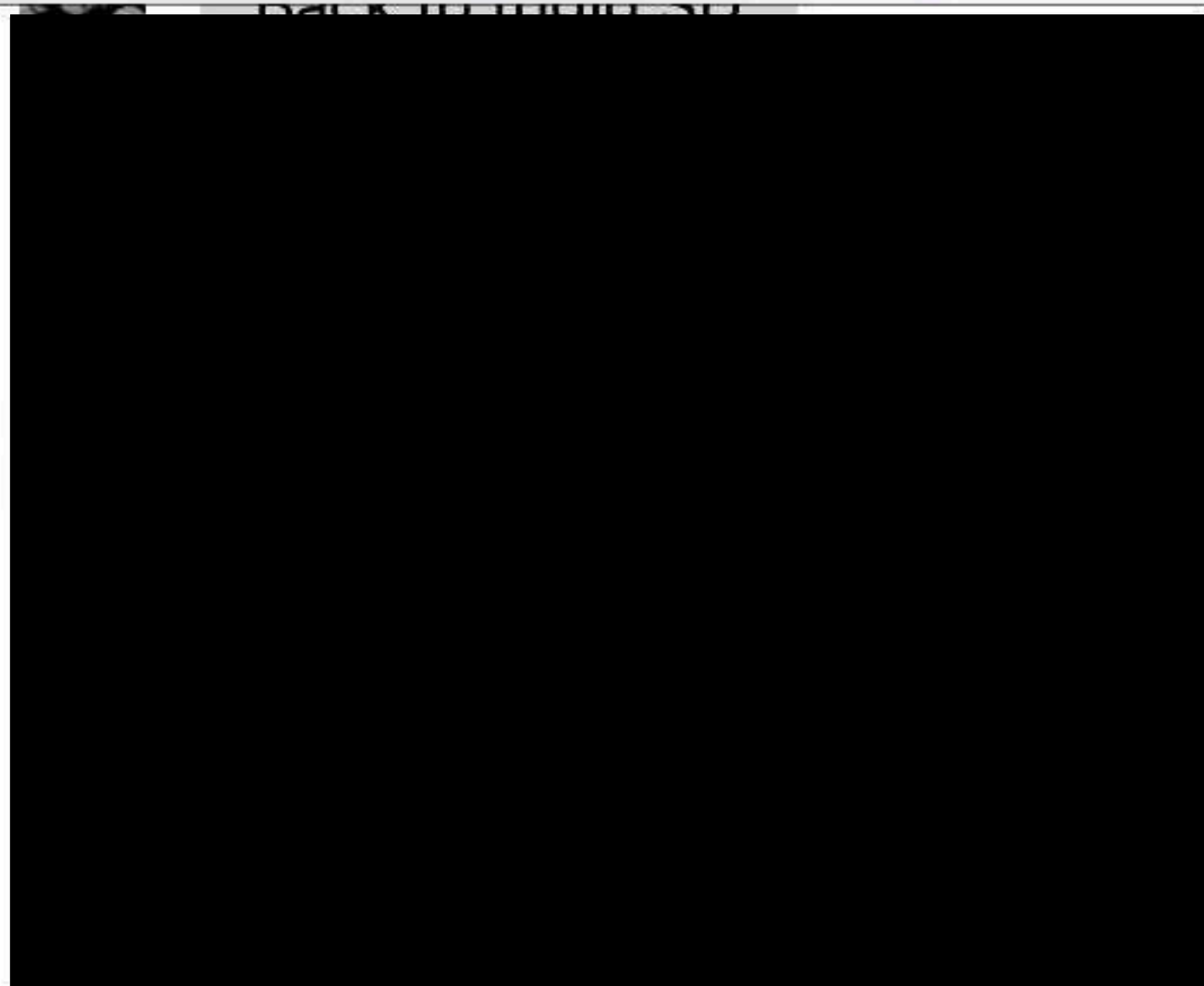
yay

no

sad







Aa



Bitmoji copied. Now paste it!

sad





# **Exhibit B**

# United States of America

## United States Patent and Trademark Office

# BITMOJI

**Reg. No. 5,692,091**

SNAP INC. (DELAWARE CORPORATION)

**Registered Mar. 05, 2019**

2772 Donald Douglas Loop North  
Santa Monica, CALIFORNIA 90405

**Int. Cl.: 16, 21, 24, 25, 26,  
28, 45**

CLASS 16: Comic books; coasters of paper; calendars; children's books; coloring books; decals; folders; gift bags; photo albums; posters; rubber stamps; sketch pads; stickers; office supplies, namely, notebooks, pens, pencils, paper stationery, staplers, greeting cards, mailing stamps, and mailing labels; graphic prints

**Service Mark**

FIRST USE 11-15-2018; IN COMMERCE 11-15-2018

**Trademark**

CLASS 21: Kitchen wares, namely, mugs, plastic coasters, cookie cutters, serving spoons, bowls, plates, paper and plastic cups; ceramic figurines; lunch boxes; tooth brushes

**Principal Register**

FIRST USE 11-15-2018; IN COMMERCE 11-15-2018

CLASS 24: Coasters of textile; Housewares, namely, bed sheets, bed blankets and textile wall hangings, comforters, dish cloths, drapery, duvets, fabric flags, hand towels, pillowcases, quilts, table linens, throws, towels

FIRST USE 11-15-2018; IN COMMERCE 11-15-2018

CLASS 25: Clothing, namely, t-shirts, polo shirts, long-sleeve shirts, socks, underwear, pants, jackets, jerseys, hats, dresses, sweatshirts and shorts; aprons; beanies; coats; footwear; gloves; pajamas; robes; scarves; slippers; swimsuits; shoes; sandals

FIRST USE 11-15-2018; IN COMMERCE 11-15-2018

CLASS 26: Buttons; belt buckles; hair accessories, namely, claw clips; ribbons; shoe laces

FIRST USE 11-15-2018; IN COMMERCE 11-15-2018

CLASS 28: Playing cards; toys, namely, plush toys, stuffed animals, modeled plastic toy figurines and board games; balls for games; balloons; bath toys; card games; dolls; kites; playsets for dolls; puzzles

FIRST USE 11-15-2018; IN COMMERCE 11-15-2018

CLASS 45: Licensing of intellectual property, namely, user created avatars, graphic icons, symbols, images representing individuals, fanciful designs, comics, comic series, phrases, and graphical depictions of people, places and things

FIRST USE 10-29-2014; IN COMMERCE 10-29-2014

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY



*Andrei Iancu*

Director of the United States  
Patent and Trademark Office

PARTICULAR FONT STYLE, SIZE OR COLOR

SER. NO. 86-961,890, FILED 04-01-2016

For assistance with TSDR, email [teas@uspto.gov](mailto:teas@uspto.gov) and include your serial number, the document you are looking for, and a screenshot of any error messages you have received.

STATUS DOCUMENTS MAINTENANCE

[Back to Search](#)

[Print](#)

Generated on: This page was generated by TSDR on 2020-09-10 19:34:03 EDT

Mark: BITMOJI

BITMOJI

US Serial Number: 86961890

Application Filing Date: Apr. 01, 2016

US Registration Number: 5692091

Registration Date: Mar. 05, 2019

Filed as TEAS RF: Yes

Currently TEAS RF: Yes

Register: Principal

Mark Type: Trademark, Service Mark

TM5 Common Status

Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.

Status Date: Mar. 05, 2019

Publication Date: Mar. 28, 2017

Notice of Allowance Date: May 23, 2017

Mark Information

Mark Literal Elements: BITMOJI

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Related Properties Information

**International Registration** [1326620](#)**Number:****International Application(s)** [A0061947/1326620](#)**/Registration(s) Based on this****Property:****Parent Of:** [86983076](#)

## Goods and Services

### Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*..\* identify additional (new) wording in the goods/services.

**For:** Comic books; coasters of paper; calendars; children's books; coloring books; decals; folders; gift bags; photo albums; posters; rubber stamps; sketch pads; stickers; office supplies, namely, notebooks, pens, pencils, paper stationery, staplers, greeting cards, mailing stamps, and mailing labels; graphic prints

**International Class(es):** 016 - Primary Class**U.S Class(es):** 002, 005, 022, 023, 029, 037, 038, 050**Class Status:** ACTIVE**Basis:** 1(a)**First Use:** Nov. 15, 2018**Use in Commerce:** Nov. 15, 2018

**For:** Kitchen wares, namely, mugs, plastic coasters, cookie cutters, serving spoons, bowls, plates, paper and plastic cups; ceramic figurines; lunch boxes; tooth brushes

**International Class(es):** 021 - Primary Class**U.S Class(es):** 002, 013, 023, 029, 030, 033, 040, 050**Class Status:** ACTIVE**Basis:** 1(a)**First Use:** Nov. 15, 2018**Use in Commerce:** Nov. 15, 2018

**For:** Coasters of textile; Housewares, namely, bed sheets, bed blankets and textile wall hangings, comforters, dish cloths, drapery, duvets, fabric flags, hand towels, pillowcases, quilts, table linens, throws, towels

**International Class(es):** 024 - Primary Class**U.S Class(es):** 042, 050**Class Status:** ACTIVE**Basis:** 1(a)[Privacy](#) - [Terms](#)

**First Use:** Nov. 15, 2018**Use in Commerce:** Nov. 15, 2018**For:** Clothing, namely, t-shirts, polo shirts, long-sleeve shirts, socks, underwear, pants, jackets, jerseys, hats, dresses, sweatshirts and shorts; aprons; beanies; coats; footwear; gloves; pajamas; robes; scarves; slippers; swimsuits; shoes; sandals**International Class(es):** 025 - Primary Class**U.S Class(es):** 022, 039**Class Status:** ACTIVE**Basis:** 1(a)**First Use:** Nov. 15, 2018**Use in Commerce:** Nov. 15, 2018**For:** Buttons; belt buckles; hair accessories, namely, claw clips; ribbons; shoe laces**International Class(es):** 026 - Primary Class**U.S Class(es):** 037, 039, 040, 042, 050**Class Status:** ACTIVE**Basis:** 1(a)**First Use:** Nov. 15, 2018**Use in Commerce:** Nov. 15, 2018**For:** Playing cards; toys, namely, plush toys, stuffed animals, modeled plastic toy figurines and board games; balls for games; balloons; bath toys; card games; dolls; kites; playsets for dolls; puzzles**International Class(es):** 028 - Primary Class**U.S Class(es):** 022, 023, 038, 050**Class Status:** ACTIVE**Basis:** 1(a)**First Use:** Nov. 15, 2018**Use in Commerce:** Nov. 15, 2018**For:** Licensing of intellectual property, namely, user created avatars, graphic icons, symbols, images representing individuals, fanciful designs, comics, comic series, phrases, and graphical depictions of people, places and things**International Class(es):** 045 - Primary Class**U.S Class(es):** 100, 101**Class Status:** ACTIVE**Basis:** 1(a)**First Use:** Oct. 29, 2014**Use in Commerce:** Oct. 29, 2014

## Basis Information (Case Level)

**Filed Use:** Yes**Currently Use:** Yes[Privacy](#) - [Terms](#)

<b>Filed ITU:</b> Yes	<b>Currently ITU:</b> No
<b>Filed 44D:</b> No	<b>Currently 44E:</b> No
<b>Filed 44E:</b> No	<b>Currently 66A:</b> No
<b>Filed 66A:</b> No	<b>Currently No Basis:</b> No
<b>Filed No Basis:</b> No	

## Current Owner(s) Information

<b>Owner Name:</b> SNAP INC.	
<b>Owner Address:</b> 2772 Donald Douglas Loop North Santa Monica, CALIFORNIA UNITED STATES 90405	
<b>Legal Entity Type:</b> CORPORATION	<b>State or Country Where Organized:</b> DELAWARE

## Attorney/Correspondence Information

### Attorney of Record

<b>Attorney Name:</b> John M. Kim	
<b>Attorney Primary Email Address:</b> <a href="mailto:trademarks@ipla.com">trademarks@ipla.com</a>	<b>Attorney Email Authorized:</b> Yes

### Correspondent

<b>Correspondent Name/Address:</b> JOHN M. KIM IPLA, LLP 4445 EASTGATE MALL SUITE 200 SAN DIEGO, CALIFORNIA UNITED STATES 92121	
<b>Phone:</b> 8582720220	<b>Fax:</b> 8582720221
<b>Correspondent e-mail:</b> <a href="mailto:trademarks@ipla.com">trademarks@ipla.com</a>	<b>Correspondent e-mail Authorized:</b> Yes

**Domestic Representative - Not Found**

## Prosecution History

Date	Description	Proceeding Number
Mar. 05, 2019	REGISTERED-PRINCIPAL REGISTER	
Jan. 31, 2019	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Jan. 31, 2019	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Jan. 29, 2019	NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED	
Jan. 28, 2019	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Jan. 14, 2019	STATEMENT OF USE PROCESSING COMPLETE	70565
Jan. 11, 2019	USE AMENDMENT FILED	70565
Jan. 11, 2019	TEAS STATEMENT OF USE RECEIVED	
Nov. 02, 2018	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Oct. 31, 2018	EXTENSION 3 GRANTED	98765
Oct. 31, 2018	EXTENSION 3 FILED	98765
Oct. 31, 2018	TEAS EXTENSION RECEIVED	
Apr. 28, 2018	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Apr. 26, 2018	EXTENSION 2 GRANTED	98765
Apr. 26, 2018	EXTENSION 2 FILED	98765
Apr. 26, 2018	TEAS EXTENSION RECEIVED	
Nov. 07, 2017	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Nov. 03, 2017	EXTENSION 1 GRANTED	98765
Nov. 03, 2017	EXTENSION 1 FILED	98765
Nov. 03, 2017	TEAS EXTENSION RECEIVED	
Sep. 13, 2017	CORRECTED NOA E-MAILED	
Sep. 12, 2017	DIVISIONAL PROCESSING COMPLETE	
Aug. 28, 2017	DIVISIONAL REQUEST RECEIVED	
Sep. 12, 2017	CASE ASSIGNED TO INTENT TO USE PARALEGAL	70565
Aug. 28, 2017	TEAS REQUEST TO DIVIDE RECEIVED	
May 23, 2017	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	
Mar. 28, 2017	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Mar. 28, 2017	PUBLISHED FOR OPPOSITION	



Mar. 08, 2017	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Feb. 21, 2017	LAW OFFICE PUBLICATION REVIEW COMPLETED	70884
Jan. 30, 2017	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jan. 30, 2017	EXAMINER'S AMENDMENT ENTERED	88888
Jan. 30, 2017	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	6328
Jan. 30, 2017	EXAMINERS AMENDMENT E-MAILED	6328
Jan. 30, 2017	EXAMINERS AMENDMENT -WRITTEN	82421
Jan. 19, 2017	TEAS/EMAIL CORRESPONDENCE ENTERED	70884
Jan. 19, 2017	CORRESPONDENCE RECEIVED IN LAW OFFICE	70884
Jan. 17, 2017	ASSIGNED TO LIE	70884
Dec. 16, 2016	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Oct. 05, 2016	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Jul. 18, 2016	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Jul. 18, 2016	NON-FINAL ACTION E-MAILED	6325
Jul. 18, 2016	NON-FINAL ACTION WRITTEN	82421
Jul. 15, 2016	ASSIGNED TO EXAMINER	82421
Apr. 07, 2016	NOTICE OF PSEUDO MARK E-MAILED	
Apr. 06, 2016	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Apr. 05, 2016	NEW APPLICATION ENTERED IN TRAM	

## TM Staff and Location Information

### TM Staff Information - None

### File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Jan. 28, 2019

## Assignment Abstract Of Title Information - Click to Load

## Proceedings - Click to Load

# United States of America

United States Patent and Trademark Office

## BITMOJI

**Reg. No. 5,716,852**

**Registered Apr. 02, 2019**

**Int. Cl.: 9, 18**

**Trademark**

**Principal Register**

Snap Inc. (DELAWARE CORPORATION)  
2772 Donald Douglas Loop North  
Santa Monica, CALIFORNIA 90405

CLASS 9: Protective covers and cases for cell phones, laptops, personal digital assistants, and portable media players

FIRST USE 11-15-2018; IN COMMERCE 11-15-2018

CLASS 18: Tote bags, backpacks, luggage, purses, duffel bags, garment bags for travel, shoulder bags, pouches sold empty for holding personal belongings, satchels, drawstring bags

FIRST USE 11-15-2018; IN COMMERCE 11-15-2018

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT STYLE, SIZE OR COLOR

SER. NO. 87-692,994, FILED 11-21-2017



Director of the United States  
Patent and Trademark Office

For assistance with TSDR, email [teas@uspto.gov](mailto:teas@uspto.gov) and include your serial number, the document you are looking for, and a screenshot of any error messages you have received.

STATUS DOCUMENTS MAINTENANCE

[Back to Search](#)

[Print](#)

Generated on: This page was generated by TSDR on 2020-09-10 19:35:14 EDT

Mark: BITMOJI

BITMOJI

US Serial Number: 87692994

Application Filing Date: Nov. 21, 2017

US Registration Number: 5716852

Registration Date: Apr. 02, 2019

Filed as TEAS RF: Yes

Currently TEAS RF: Yes

Register: Principal

Mark Type: Trademark

TM5 Common Status

Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.

Status Date: Apr. 02, 2019

Publication Date: May 01, 2018

Notice of Allowance Date: Jun. 26, 2018

Mark Information

Mark Literal Elements: BITMOJI

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Goods and Services

**Note:**

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*..\* identify additional (new) wording in the goods/services.

**For:** Protective covers and cases for cell phones, laptops, personal digital assistants, and portable media players

**International Class(es):** 009 - Primary Class

**U.S Class(es):** 021, 023, 026, 036, 038

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Nov. 15, 2018

**Use in Commerce:** Nov. 15, 2018

**For:** Tote bags, backpacks, luggage, purses, duffel bags, garment bags for travel, shoulder bags, pouches sold empty for holding personal belongings, satchels, drawstring bags

**International Class(es):** 018 - Primary Class

**U.S Class(es):** 001, 002, 003, 022, 041

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Nov. 15, 2018

**Use in Commerce:** Nov. 15, 2018

## Basis Information (Case Level)

**Filed Use:** No

**Currently Use:** Yes

**Filed ITU:** Yes

**Currently ITU:** No

**Filed 44D:** No

**Currently 44E:** No

**Filed 44E:** No

**Currently 66A:** No

**Filed 66A:** No

**Currently No Basis:** No

**Filed No Basis:** No

## Current Owner(s) Information

**Owner Name:** Snap Inc.

**Owner Address:** 2772 Donald Douglas Loop North  
Santa Monica, CALIFORNIA UNITED STATES 90405

Legal Entity Type: CORPORATION

State or Country Where Organized: DELAWARE

## Attorney/Correspondence Information

### Attorney of Record

Attorney Name: John M. Kim

Attorney Primary Email [trademarks@ipla.com](mailto:trademarks@ipla.com)

Attorney Email Authorized: Yes

Address:

### Correspondent

Correspondent JOHN M. KIM

Name/Address: IPLA, LLP

4445 EASTGATE MALL

SUITE 200

SAN DIEGO, CALIFORNIA UNITED STATES 92121

Phone: 858-272-0220

Fax: 858-272-0221

Correspondent e-mail: [trademarks@ipla.com](mailto:trademarks@ipla.com)

Correspondent e-mail Authorized: Yes

### Domestic Representative - Not Found

## Prosecution History

Date	Description	Proceeding Number
Apr. 02, 2019	REGISTERED-PRINCIPAL REGISTER	
Feb. 26, 2019	NOTICE OF ACCEPTANCE OF STATEMENT OF USE E-MAILED	
Feb. 25, 2019	ALLOWED PRINCIPAL REGISTER - SOU ACCEPTED	
Feb. 07, 2019	STATEMENT OF USE PROCESSING COMPLETE	69302
Jan. 31, 2019	USE AMENDMENT FILED	69302
Feb. 07, 2019	CASE ASSIGNED TO INTENT TO USE PARALEGAL	69302
Jan. 31, 2019	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Jan. 31, 2019	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Jan. 14, 2019	TEAS STATEMENT OF USE RECEIVED	
Nov. 02, 2018	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	

Oct. 31, 2018	EXTENSION 1 GRANTED	98765
Oct. 31, 2018	EXTENSION 1 FILED	98765
Oct. 31, 2018	TEAS EXTENSION RECEIVED	
Jun. 26, 2018	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	
May 01, 2018	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
May 01, 2018	PUBLISHED FOR OPPOSITION	
Apr. 11, 2018	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Mar. 22, 2018	ASSIGNED TO LIE	66213
Mar. 15, 2018	APPROVED FOR PUB - PRINCIPAL REGISTER	
Mar. 14, 2018	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Mar. 14, 2018	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Mar. 14, 2018	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Feb. 27, 2018	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Feb. 27, 2018	NON-FINAL ACTION E-MAILED	6325
Feb. 27, 2018	NON-FINAL ACTION WRITTEN	78305
Feb. 16, 2018	ASSIGNED TO EXAMINER	78305
Dec. 04, 2017	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Nov. 24, 2017	NEW APPLICATION ENTERED IN TRAM	

## TM Staff and Location Information

### TM Staff Information - None

### File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Feb. 25, 2019

## Assignment Abstract Of Title Information - Click to Load

## Proceedings - Click to Load

# United States of America

## United States Patent and Trademark Office

# BITMOJI

**Reg. No. 5,409,939**

**Registered Feb. 27, 2018**

**Int. Cl.: 9, 41**

**Service Mark**

**Trademark**

**Principal Register**

SNAP INC. (DELAWARE CORPORATION)  
63 Market Street  
Venice, CALIFORNIA 90291

CLASS 9: Downloadable computer software application which allows users to create virtual images and comic strips consisting of avatars, graphic icons, symbols, images representing individuals, fanciful designs, comics, comic series, phrases, and graphical depictions of people, places and things that can be posted, shared and transmitted via multi-media messaging (MMS), text messaging (SMS), email, online chatrooms, global computer networks, and other telecommunications networks; Computer software application for creating digital animation, namely, video games, television shows and movies with user created avatars, graphic icons, symbols, images representing individuals, fanciful designs, comics, comic series, phrases, and graphical depictions of people, places and things; Video and electronic game software; user created video and electronic game software

FIRST USE 10-29-2014; IN COMMERCE 10-29-2014

CLASS 41: Mobile media and entertainment services in the nature of non-animated content preparation, namely, creation and production of multimedia entertainment content in the form of avatars, graphic icons, symbols, images representing individuals, fanciful designs, comics, comic series, phrases, and graphical depictions of people, places and things; Entertainment services, namely, providing online non-downloadable graphics in the nature of digital comic strips via a website, namely, avatars, graphic icons, symbols, images representing individuals, fanciful designs, comics, comic series, phrases, and graphical depictions of people, places and things that end users can transmit and receive by means of the Internet or other computer or telecommunication networks, wireless communications networks, or by using computers, laptops, mobile equipment, and handheld digital electronic devices

FIRST USE 10-29-2014; IN COMMERCE 10-29-2014

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT STYLE, SIZE OR COLOR

SER. NO. 86-983,076, FILED 04-01-2016



Director of the United States  
Patent and Trademark Office

For assistance with TSDR, email [teas@uspto.gov](mailto:teas@uspto.gov) and include your serial number, the document you are looking for, and a screenshot of any error messages you have received.

STATUS DOCUMENTS MAINTENANCE

[Back to Search](#)

[Print](#)

Generated on: This page was generated by TSDR on 2020-09-10 19:36:54 EDT

Mark: BITMOJI

BITMOJI

US Serial Number: 86983076

Application Filing Date: Apr. 01, 2016

US Registration Number: 5409939

Registration Date: Feb. 27, 2018

Filed as TEAS RF: Yes

Currently TEAS RF: Yes

Register: Principal

Mark Type: Trademark, Service Mark

TM5 Common Status

Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.

Status Date: Feb. 27, 2018

Publication Date: Mar. 28, 2017

Mark Information

Mark Literal Elements: BITMOJI

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Related Properties Information



**International Registration** [1326620](#)**Number:****International Application(s)** [A0061947/1326620](#)**/Registration(s) Based on this****Property:****Child Of:** [86961890](#)

## Goods and Services

### Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*..\* identify additional (new) wording in the goods/services.

**For:** Downloadable computer software application which allows users to create virtual images and comic strips consisting of avatars, graphic icons, symbols, images representing individuals, fanciful designs, comics, comic series, phrases, and graphical depictions of people, places and things that can be posted, shared and transmitted via multi-media messaging (MMS), text messaging (SMS), email, online chatrooms, global computer networks, and other telecommunications networks; Computer software application for creating digital animation, namely, video games, television shows and movies with user created avatars, graphic icons, symbols, images representing individuals, fanciful designs, comics, comic series, phrases, and graphical depictions of people, places and things; Video and electronic game software; user created video and electronic game software

**International Class(es):** 009 - Primary Class**U.S Class(es):** 021, 023, 026, 036, 038**Class Status:** ACTIVE**Basis:** 1(a)**First Use:** Oct. 29, 2014**Use in Commerce:** Oct. 29, 2014

**For:** Mobile media and entertainment services in the nature of non-animated content preparation, namely, creation and production of multimedia entertainment content in the form of avatars, graphic icons, symbols, images representing individuals, fanciful designs, comics, comic series, phrases, and graphical depictions of people, places and things; Entertainment services, namely, providing online non-downloadable graphics in the nature of digital comic strips via a website, namely, avatars, graphic icons, symbols, images representing individuals, fanciful designs, comics, comic series, phrases, and graphical depictions of people, places and things that end users can transmit and receive by means of the Internet or other computer or telecommunication networks, wireless communications networks, or by using computers, laptops, mobile equipment, and handheld digital electronic devices

**International Class(es):** 041 - Primary Class**U.S Class(es):** 100, 101, 107**Class Status:** ACTIVE**Basis:** 1(a)[Privacy - Terms](#)

**First Use:** Oct. 29, 2014**Use in Commerce:** Oct. 29, 2014

## Basis Information (Case Level)

**Filed Use:** Yes**Currently Use:** Yes**Filed ITU:** Yes**Currently ITU:** No**Filed 44D:** No**Currently 44E:** No**Filed 44E:** No**Currently 66A:** No**Filed 66A:** No**Currently No Basis:** No**Filed No Basis:** No

## Current Owner(s) Information

**Owner Name:** SNAP INC.**Owner Address:** 2772 Donald Douglas Loop North  
Santa Monica, CALIFORNIA UNITED STATES 90405**Legal Entity Type:** CORPORATION**State or Country Where  
Organized:** DELAWARE

## Attorney/Correspondence Information

### Attorney of Record

**Attorney Name:** John M. Kim**Attorney Primary Email  
Address:** [trademarks@ipla.com](mailto:trademarks@ipla.com)**Attorney Email Authorized:** Yes

### Correspondent

**Correspondent** JOHN M. KIM**Name/Address:** IPLA, LLP  
4445 EASTGATE MALL  
SUITE 200  
SAN DIEGO, CALIFORNIA UNITED STATES 92121**Phone:** 8582720220**Fax:** 8582720221**Correspondent e-mail:** [trademarks@ipla.com](mailto:trademarks@ipla.com)**Correspondent e-mail** Yes[Privacy](#) - [Terms](#)

Authorized:

**Domestic Representative - Not Found****Prosecution History**

Date	Description	Proceeding Number
Jan. 31, 2019	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Jan. 31, 2019	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Feb. 27, 2018	REGISTERED-PRINCIPAL REGISTER	
Jan. 26, 2018	NOTICE OF REINSTATEMENT MAILED	
Jan. 25, 2018	1(B) BASIS DELETED; PROCEED TO REGISTRATION	70565
Sep. 17, 2017	NOTICE OF ALLOWANCE CANCELLED	70565
Sep. 12, 2017	REINSTATEMENT GRANTED - REQUEST TO DELETE 1(B) FILED	70565
Dec. 26, 2017	ABANDONMENT NOTICE MAILED - NO USE STATEMENT FILED	
Dec. 25, 2017	ABANDONMENT - NO USE STATEMENT FILED	99999
Sep. 12, 2017	DIVISIONAL PROCESSING COMPLETE	
Aug. 28, 2017	DIVISIONAL REQUEST RECEIVED	
Sep. 12, 2017	CASE ASSIGNED TO INTENT TO USE PARALEGAL	70565
Aug. 28, 2017	TEAS REQUEST TO DIVIDE RECEIVED	
May 23, 2017	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	
Mar. 28, 2017	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Mar. 28, 2017	PUBLISHED FOR OPPOSITION	
Mar. 08, 2017	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Feb. 21, 2017	LAW OFFICE PUBLICATION REVIEW COMPLETED	70884
Jan. 30, 2017	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jan. 30, 2017	EXAMINER'S AMENDMENT ENTERED	88888
Jan. 30, 2017	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	6328
Jan. 30, 2017	EXAMINERS AMENDMENT E-MAILED	6328
Jan. 30, 2017	EXAMINERS AMENDMENT -WRITTEN	82421
Jan. 19, 2017	TEAS/EMAIL CORRESPONDENCE ENTERED	70884

Privacy - Terms

Jan. 19, 2017	CORRESPONDENCE RECEIVED IN LAW OFFICE	70884
Jan. 17, 2017	ASSIGNED TO LIE	70884
Dec. 16, 2016	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Oct. 05, 2016	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Jul. 18, 2016	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Jul. 18, 2016	NON-FINAL ACTION E-MAILED	6325
Jul. 18, 2016	NON-FINAL ACTION WRITTEN	82421
Jul. 15, 2016	ASSIGNED TO EXAMINER	82421
Apr. 07, 2016	NOTICE OF PSEUDO MARK E-MAILED	
Apr. 06, 2016	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Apr. 05, 2016	NEW APPLICATION ENTERED IN TRAM	

## TM Staff and Location Information

**TM Staff Information - None**

### File Location

**Current Location:** PUBLICATION AND ISSUE SECTION

**Date in Location:** Feb. 27, 2018

**Assignment Abstract Of Title Information - Click to Load**

**Proceedings - Click to Load**

# United States of America

## United States Patent and Trademark Office

# BITMOJI

**Reg. No. 5,739,854**

**Registered Apr. 30, 2019**

**Int. Cl.: 38, 42**

**Service Mark**

**Principal Register**

Snap Inc. (DELAWARE CORPORATION)  
2772 Donald Douglas Loop North  
Santa Monica, CALIFORNIA 90405

CLASS 38: Telecommunications services, namely, electronic transmission of data, messages, graphics, animations, images, videos, multimedia content, and information in the field of entertainment; providing access to computer, electronic and online databases; broadcasting services over computer or other communication networks, namely, uploading, posting, displaying, tagging, and electronically transmitting data, information, messages, graphics, animations, videos, multimedia content, and images

FIRST USE 10-29-2014; IN COMMERCE 10-29-2014

CLASS 42: Providing a website featuring nondownloadable software for creating virtual images and comic strips consisting of avatars, graphic icons, symbols, images representing individuals, fanciful designs, comics, comic series, phrases, and graphical depictions of people, places and things; Providing temporary use of non-downloadable computer software for creating virtual images and comic strips consisting of avatars, graphic icons, symbols, images representing individuals, fanciful designs, comics, comic series, phrases, and graphical depictions of people, places and things that can be posted, shared and transmitted via multi-media messaging (MMS), text messaging (SMS), email, online chatrooms, global computer networks, and other telecommunications networks

FIRST USE 10-29-2014; IN COMMERCE 10-29-2014

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT STYLE, SIZE OR COLOR

SER. NO. 88-146,461, FILED 10-08-2018



A handwritten signature in cursive script, reading "Andrei Iancu".

Director of the United States  
Patent and Trademark Office

For assistance with TSDR, email [teas@uspto.gov](mailto:teas@uspto.gov) and include your serial number, the document you are looking for, and a screenshot of any error messages you have received.

STATUS DOCUMENTS MAINTENANCE

[Back to Search](#)

[Print](#)

Generated on: This page was generated by TSDR on 2020-09-10 19:26:02 EDT

Mark: BITMOJI

BITMOJI

US Serial Number: 88146461

Application Filing Date: Oct. 08, 2018

US Registration Number: 5739854

Registration Date: Apr. 30, 2019

Filed as TEAS RF: Yes

Currently TEAS RF: Yes

Register: Principal

Mark Type: Service Mark

TM5 Common Status

Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.

Status Date: Apr. 30, 2019

Publication Date: Feb. 12, 2019

Mark Information

Mark Literal Elements: BITMOJI

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Goods and Services

**Note:**

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*..\* identify additional (new) wording in the goods/services.

**For:** Telecommunications services, namely, electronic transmission of data, messages, graphics, animations, images, videos, multimedia content, and information in the field of entertainment; providing access to computer, electronic and online databases; broadcasting services over computer or other communication networks, namely, uploading, posting, displaying, tagging, and electronically transmitting data, information, messages, graphics, animations, videos, multimedia content, and images

**International Class(es):** 038 - Primary Class

**U.S Class(es):** 100, 101, 104

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Oct. 29, 2014

**Use in Commerce:** Oct. 29, 2014

**For:** Providing a website featuring nondownloadable software for creating virtual images and comic strips consisting of avatars, graphic icons, symbols, images representing individuals, fanciful designs, comics, comic series, phrases, and graphical depictions of people, places and things; Providing temporary use of non-downloadable computer software for creating virtual images and comic strips consisting of avatars, graphic icons, symbols, images representing individuals, fanciful designs, comics, comic series, phrases, and graphical depictions of people, places and things that can be posted, shared and transmitted via multi-media messaging (MMS), text messaging (SMS), email, online chatrooms, global computer networks, and other telecommunications networks

**International Class(es):** 042 - Primary Class

**U.S Class(es):** 100, 101

**Class Status:** ACTIVE

**Basis:** 1(a)

**First Use:** Oct. 29, 2014

**Use in Commerce:** Oct. 29, 2014

## Basis Information (Case Level)

**Filed Use:** Yes

**Currently Use:** Yes

**Filed ITU:** No

**Currently ITU:** No

**Filed 44D:** No

**Currently 44E:** No

**Filed 44E:** No

**Currently 66A:** No

**Filed 66A:** No

**Currently No Basis:** No

**Filed No Basis:** No

## Current Owner(s) Information

**Owner Name:** Snap Inc.

**Owner Address:** 2772 Donald Douglas Loop North  
Santa Monica, CALIFORNIA UNITED STATES 90405

**Legal Entity Type:** CORPORATION

**State or Country Where  
Organized:** DELAWARE

## Attorney/Correspondence Information

### Attorney of Record

**Attorney Name:** John M. Kim

**Attorney Primary Email  
Address:** [trademarks@ipla.com](mailto:trademarks@ipla.com)

**Attorney Email Authorized:** Yes

### Correspondent

**Correspondent  
Name/Address:** JOHN M. KIM  
IPLA, LLP  
4445 EASTGATE MALL, SUITE 200  
SAN DIEGO, CALIFORNIA UNITED STATES 92121

**Phone:** 858-272-0220

**Correspondent e-mail:** [trademarks@ipla.com](mailto:trademarks@ipla.com)

**Correspondent e-mail  
Authorized:** Yes

### Domestic Representative - Not Found

## Prosecution History

Date	Description	Proceeding Number
Apr. 30, 2019	REGISTERED-PRINCIPAL REGISTER	
Feb. 12, 2019	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Feb. 12, 2019	PUBLISHED FOR OPPOSITION	
Jan. 23, 2019	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Jan. 03, 2019	APPROVED FOR PUB - PRINCIPAL REGISTER	
Dec. 17, 2018	ASSIGNED TO EXAMINER	93650



Oct. 17, 2018	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM
Oct. 11, 2018	NEW APPLICATION ENTERED IN TRAM

**TM Staff and Location Information**

**TM Staff Information - None**

**File Location**

**Current Location:** PUBLICATION AND ISSUE SECTION

**Date in Location:** Apr. 30, 2019

**Assignment Abstract Of Title Information - None recorded**

**Proceedings - None recorded**